

Promises Count

George H. W. Bush brought to the White House a dedication to traditional American values and a determination to direct them toward making the United States "a kinder and gentler nation." In his Inaugural Address he pledged in "a moment rich with promise" to use American strength as "a force for good." – whitehouse.gov



Promises Count

George W. Bush brought to the White House a reputation for bipartisanship and is a compassionate conservative who shapes public policy based on the principles of limited government, personal responsibility, strong families, and local control – whitehouse.gov



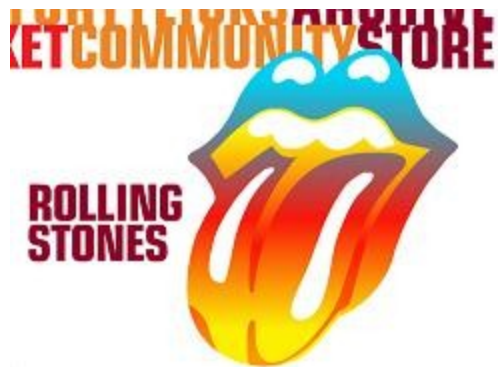
White House photo by Eric Draper



Image is Everything



Perception is reality



Mistakes happen



MWR Communications

➤ Building a positive and cohesive brand identity for MWR programs and services



Duty

- Possess, Distribute and Develop clear brand standards
- Develop and Distribute brand tools
- Provide Training



Resources

www.armyMWR.org

Marketing Communications

CFSC Staff:

- David Gross
- Maureen “Moe” Fitzgerald
- Sr. Mktg Coord. (Vacancy)
- Victoria Palmer
- Robin Hovey (lodging)
- Jane Tucker
- Edward Griffin
- Rob Dozier



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Other resources

www.army.mil

- photo section

www.ArmyMWR.com

- News/Photos Gallery

Brand.ArmyMWR.org

- Brand resources

www.ArmyMWR.org

- Marketing Communications

- LNS

Research.ArmyMWR.org

- Research Topics

www.comstock.com

- for free images



Leadership

- Know the finish before you start.
- Take turns doing the hard stuff.
- Anything is easy if you don't have to do it.
- Don't pole vault over mole hills.
- Listening is the greatest demonstration of trust.
- Teach what right looks like.



- MG Miller – ACSIM – 23 Feb 2005

Personal Brand

- Make a commitment to live long and better.
- Promise to make and keep friends.
- Build some things from scratch.
- Seek love.
- Try to leave something of value behind.
- Teach your children.

- Yours truly

